

Launching a Book in the Age of Internet Fatigue

**“To be yourself in a world that is constantly
trying to make you something else
is the greatest accomplishment,”**

**– Ralph Waldo Emerson
“Self-Reliance,” 1841**

This is not the Internet We Were Promised.

Polluted

Diluted

Toxic

Overwhelming

Disorienting

“Now we are in 2024, and misinformation (driven by any combination of bad actors, political regimes, bots, and AI) is a daily norm, as are tracking, surveillance, and the monetization of every single click, scroll, or pause. At this moment, the internet seems to represent the very opposite of innovation, inventiveness, and progress”

– Author and researcher Lori Emerson, in the introduction to her book, ***Other Networks: A Radical Technology Sourcebook*** (Anthology Editions; 2025)

How does this Affect Authors & Publishers?

Publicity priorities are redefined to accommodate audience segmentation & new platforms

Social media becomes more diluted, time consuming, & impossible to predict. No one knows what works!

Increasingly addictive apps & devices reduce attention spans & curiosity

These changes affirm the power and necessity of:

***Understanding the Points of
Connection that Drive Your
Work***

***Developing Direct
Reader Relationships***

***Leading with
Personal Authenticity***

Publicity: Traditional vs “New”

Traditional Media: Still Pivotal Despite Reduced Sales Impact!

- National/Legacy Media: *The New York Times*; NPR, The Atlantic
- Local Media
- Book Trade Publications

New Media = Niche Media

- Podcasts
- Email Newsletters (Substack)
- Youtube Channels

Publicity: Find Your Audience & Meet them there!

Understand your book's points of connection. The building blocks of your work's most vibrant components are a roadmap to the niches that will embrace it.

Research the outlets and people who are also in that niche. Know the names of the editors, freelancers— and the outlets, the newsletters or shows they work for.

Do Comp Title Research: Build lists of the coverage earned by books similar to your work, and authors with publishing tracks similar to yours



A note for publishers:

Develop relationships with the outlets that are likely to cover your books!

Social Media:

The Party is Over but Nobody is Leaving

Influencer fatigue is real:

A recent Bazaarvoice study found 63% of consumers are tired of repetitive influencer content, and 47% prefer seeing real customers over paid influencers.

Reader discovery habits are shifting:

While TikTok (via BookTok) has been powerful, only 25% of U.S. readers discover books through social media, and that number hasn't grown in the past two years, according to NPD BookScan / Circana.

Authors feel pressured but fatigued:

A 2023 Authors Guild survey revealed 78% of authors feel pressure to build a social media platform, but over 60% say maintaining it causes stress or feels like it detracts from their writing.

Social Media: Trust Your Gut

**Your gut feelings on social media
will clarify how you should use it (...or not use it)**

Consider the platform that suits your natural communication style

Avoid gimmicks and trends, unless they directly connect with you or your work.

More is not more. Be sparing and thoughtful.

**Authenticity drives
Engagement**

**As social media
continues to decay,
Engagement will be
the new “Platform Size”**

Gracefully Activating Your Network

DO:

Join and contribute to organizations (like this one!)

Look for opportunities to help other authors, both online & off

Create your “Book Army” ... and arm them with accessible actions

DO NOT:

Spam your network with too many emails

Take inaction personally

Go Direct. Go “IRL”

Email Interaction and In-Person Events Still Matter:

A 2024 survey by Poets & Writers found that **41% of readers prefer discovering books through newsletters and author emails**, and **35% said they trust bookstore staff or event recommendations** more than online sources.

Pursue Opportunities to Represent your Book In Person:

Book specific: Indie Bookstore Events, Writer’s Groups & Retreats, Book Festivals, Trade Shows + Regional Bookseller Assc Cons, Book clubs

Niche: Does your book’s topic or its various points of connection cater to any associations or interest groups that hold meetings?

“Authenticity is exposing who you are, when people least expect it, in the service of others.”

– Erin Hatzikostas
The 50% Rule (Urano; 2024)

THANK YOU!

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